

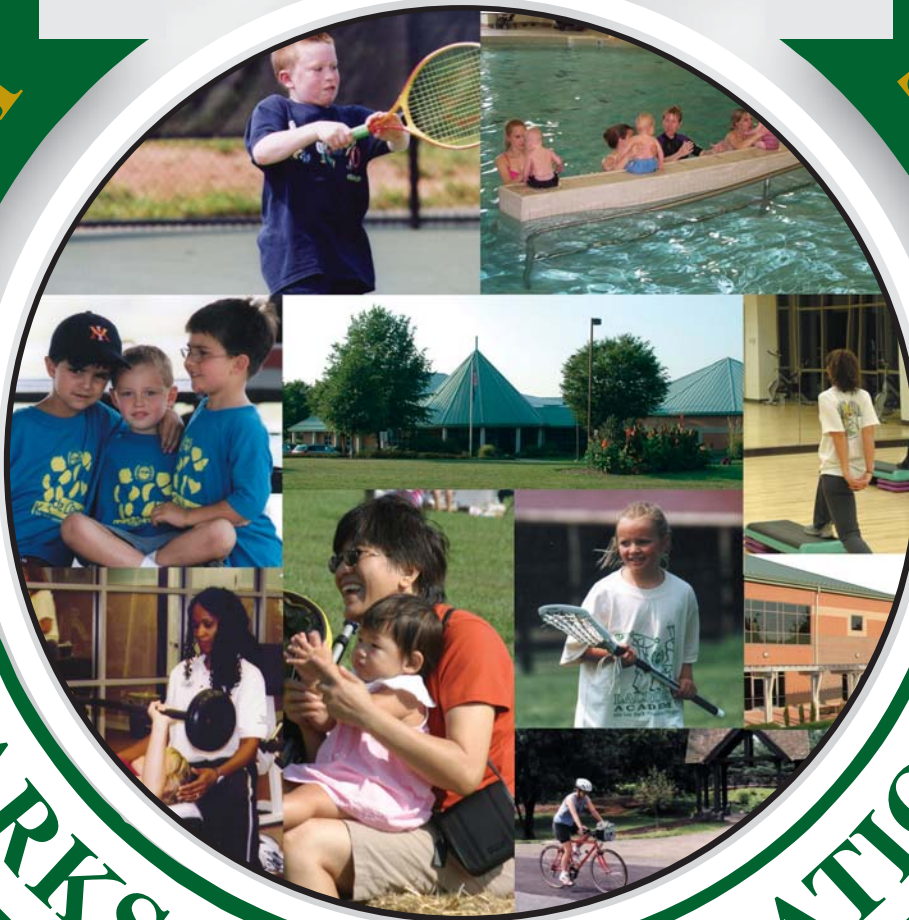
ANNUAL REPORT

P&R

LEESBURG

DEPARTMENT

PARKS AND RECREATION



50 Ida Lee Drive, N.W. • Leesburg, Virginia 20176
703-777-1262 • Fax: 703-737-7148 • www.idalee.org

FISCAL YEAR 2004

ANNUAL REPORT FY04

WHAT A GREAT YEAR!

On behalf of the Parks and Recreation Advisory Commission and the Parks and Recreation Department, we are pleased to provide you with the Fiscal Year 2004 Annual Report. This past year has been another successful and exciting chapter in the history of the department, and one that has received several recognitions.

The Flower and Garden Festival received the Virginia Governor's Travel and Tourism Award as the Outstanding Ongoing Event of 2003. The Ida Lee Park Tennis Center was recognized by the United States Tennis Association as an Outstanding Public Tennis Center, and the Ida Lee Park Recreation Center received an award as the Best New Facility Renovation/Expansion from the Virginia Recreation and Park Society.

Other highlights include newly created partnerships with the Friends of Rotary Park organization, with Loudoun Interfaith Relief to support the "Freeze Your Gizzard Race, and with Historical District Association and Rotary to bring back the Independence Day Parade. The department is also grateful to many corporate sponsors who have provided financial and volunteer support to town events such as the Independence Day Celebration and the Flower and Garden Festival.

The other major highlight of the year included the announcement that Ida Lee Park had been chosen to receive a \$4.25 million donation from the A.V. Symington estate. The donation is to be used exclusively for the improvement of services and/or facilities at Ida Lee for the benefit of the public. Mrs. Symington was an avid swimmer at Ida Lee Park Recreation Center for many years and has provided a lasting gift to the citizens of Leesburg. Staff and commission members are working side by side to consider all options to ensure that the donation is used wisely.

Lastly, we would like to thank the citizens of Leesburg for working with us to provide the best parks and recreation services possible to the Town of Leesburg. It is our pleasure to serve you, and we hope you find this report to be beneficial.

Sincerely,



Terry Young
Chairman of Parks and Recreation
Advisory Commission



Kaj H. Dentler
Director of
Parks and Recreation

BENEFITS of Recreation

Everyone in the world has somehow benefited by public park and recreation programs at some time in their lives - directly or indirectly. The time has come to make the connection between past experiences, today's success, yesterday's activities, and tomorrow's physical and mental wellness. So, whether an avid participant or occasional observer, enjoy the benefits. It's everyone's right!

In today's fast paced, ever-changing society, we are not reminded enough to celebrate what is right with the world. One of the most overlooked examples of what is right is public parks and recreational services. These facilities, services and activities play a vital role in positively impacting and enriching lives. In fact, national, state and local organizations have identified four major categories of benefits that parks and recreation provides: The Individual, The Community, The Environment and The Economy. A few fun facts and figures provided by the National Recreation and Parks Association as they relate to these benefits are:

THE INDIVIDUAL

Every mile walked adds an average of 21 minutes to a person's life. Girls who participate in sports increase bone density to combat osteoporosis later in life.

THE COMMUNITY

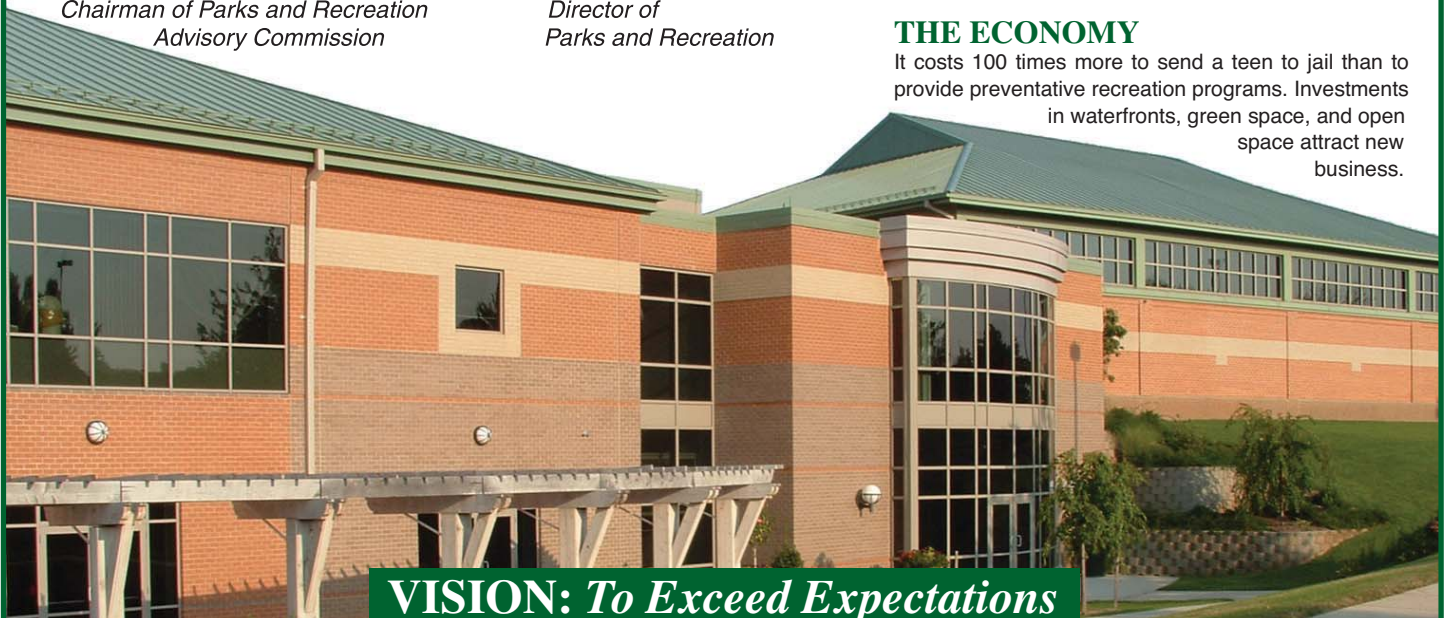
Regular community volunteer work increases life expectancy more than any other activity. Visits to national, regional and local park and recreation facilities exceed 1 billion annually.

THE ENVIRONMENT

People rank clean air and water most important when rating the best places to live. 145,000 kids felt wildlife preservation tops environmental concerns.

THE ECONOMY

It costs 100 times more to send a teen to jail than to provide preventative recreation programs. Investments in waterfronts, green space, and open space attract new business.



VISION: To Exceed Expectations

ANNUAL REPORT FY04

HIGHLIGHTS

Parks

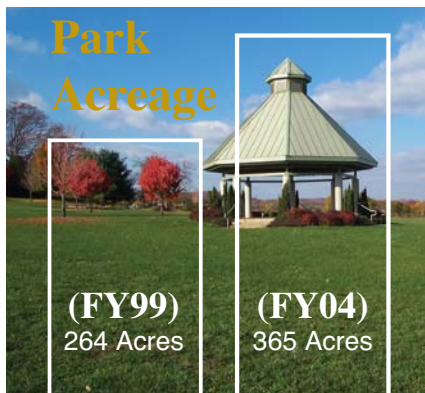
Catoctin Circle Trail has been completed! This trail is 3,100 feet in length and has a standard width of 8 feet. The trail is a key link in our trail system. It allows for a continuous connection between Ida Lee Park and the W&OD trail, which in turn connects to many other Leesburg Parks and Recreational facilities, as well as communities to the east and west of town.

In 2002 a "Last Chance, 20 Year Park Master Plan" for the Town of Leesburg was created. We have been dutiful in our effort to implement the 20 Year Park Master Plan. To date, we have acquired riverfront acreage: Veterans Park, Potomac Crossing, and Edwards Landing. Catoctin Circle Trail has been constructed and a trail along Evergreen Mill Road is being designed. We have added active recreation: new playgrounds, practice fields, and the Ida Lee Tennis Center.

The United States Tennis Association (USTA) selected Ida Lee Park Tennis Center as an "Outstanding Public Tennis Center."

Several regional and national tournaments were hosted at Freedom Park: District Little League Tournament and Pony Nationals Softball Tournament. In addition, Central Loudoun Little League and the local softball leagues held seasonal tournaments there.

Rotary Park benefited from new enhancements, such as a new wooden fence and additional landscaping. Residents surrounding the park united to create the Friends of Rotary Park.



Special Events

This fiscal year we successfully implemented four major special events, 13th Annual Independence Day Celebration and Parade, 4th Annual A Day In the Park, 14th Annual Leesburg Flower and Garden Festival, and 14th Annual Holidays In Leesburg. On average attendance for all four major events was up by 10%.

Memorial Day Observance became an official Town Event.

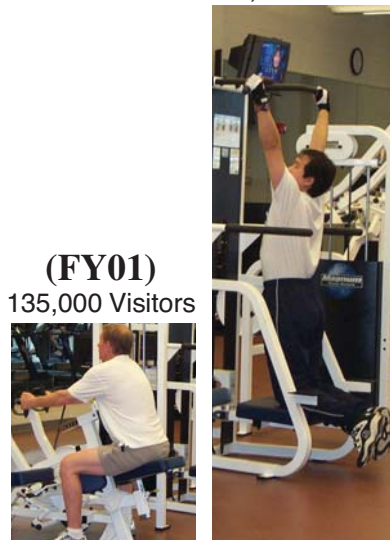
The first Freeze Your Gizzard Race was held with over a 100 runners.

The Town of Leesburg's 13th Annual Leesburg Flower and Garden Festival won the Virginia Governor's Travel and Tourism Outstanding Ongoing Event Award for 2003. The Virginia Governor's Travel and Tourism Awards were created to recognize the creativity, innovation and special vision that contribute to the importance of Virginia as a travel destination. Special consideration was given to outstanding events that heighten and engage the community's spirit and effort.

Admissions to Ida Lee Park Recreation Center

(FY04)

365,000 Visitors



Administration

During FY04 a core group of the parks and recreation department leadership team formed a "Reorganization Committee" to restructure the full time staff. Staff evaluated job duties, work levels, workflow, and communication challenges. The Committee presented a plan to reorganize the department into three functional components; Administration, Recreation, and Parks. Recreation was the biggest change because we combined the Operations Division and the Programs Division into one division. After receiving approval from our Leadership Team, Human Resources and the Town Manager, we were able to implement the reorganization in July 2004. Over all, the change has been a success and most of all, the flow of communication has improved.

COMMUNITY OUTREACH

was started in the Spring of 2004. The founder was Steve Chapin, who lives on Cornwall St. His actions were in response to an effort by a few citizens to have the basketball court removed from the park due to their concern with loud and possibly illegal activities which had been occurring on and around the court. Its primary mission was to ensure that the park is used for positive activities that enhance the neighborhood and to provide support and funding to the town for improvements to the park. They have worked with the Rotary club, which has provided funding to put up a new fence on the border of the park.

Number of Facilities

(FY04)

- (1) Ida Lee
- (2) Catoctin SkatePark
- (3) Old Izaak Walton Park

(FY99)

- (1) Ida Lee
- (2) Catoctin SkatePark
- (4) Tennis Center
- (5) Freedom Park

ANNUAL REPORT FY04

LOOKING FORWARD

Symington Donation

The generous nature of A.V. Symington will live on for many years at Ida Lee Park. Mrs. Symington passed away in August of 2003. She willed \$2.5 million to the Town of Leesburg in August of this year, and an additional \$1.75 million will be distributed after the estate and trust matters are concluded. As a result, the total amount of the Symington gift to Ida Lee Park is expected to be \$4.25 million.

The gift is to be used for the purchase or construction of improvements and/or purchase of equipment and services for public recreation and educational purposes at Ida Lee Park. Mrs. Symington was an avid patron and devoted swimmer. Staff is currently developing plans to best use the donation.

Review of the Ida Lee Master Plan –

Staff is reviewing the Ida Lee Master Plan which was originally created in 1988, updated in 1996 & 1999, and additional updates are currently being considered.

THANK YOU

To Our Special Event Partners

- Toll Brothers
- Home Depot
- Toth Financial
- American Acreage
- Leesburg Today
- Adelphia Media Services
- Comfort Suites
- Lightfoot Restaurant
- Severn Mortgage
- BB&T
- WAGE Radio
- Trex
- The Tire Shop
- Anand Barnes Real Estate
- Custom Graphics, Inc.
- Sign-A-Rama of Leesburg
- Catocin Sports
- Leesburg Chrysler Dodge

Budget Growth

\$2,091,173
Operating Budget

\$1,157,413
Revenues

(FY99)

\$4,505,292
Operating Budget

\$2,785,438
Revenues

(FY04)

AWARDS

The Town of Leesburg Parks and Recreation Department was recently recognized for outstanding facilities and for outstanding marketing efforts. The Virginia Recreation and Parks Society selected the Ida Lee Park Recreation Center as the “Best New Facility Renovation/Addition” and selected the town’s related marketing campaign, which promoted the expansion, as the “Best Specialty Marketing Piece.”

Leesburg Today readers voted Ida Lee Park Recreation Center as the “Best Recreation Facility, Best Swimming Pool and Best Fitness Facility,” and the Ida Lee Park Tennis Center was voted “Best Tennis Courts.”

The United States Tennis Association (USTA) selected Ida Lee Park Tennis Center as an "Outstanding Public Tennis Center."

The Department as a whole exceeded revenue expectations by 32% while operating within approved expenditures.

We've Got Numbers

The number of days Ida Lee was open this year	360	
Number of days the SkatePark was open	333	
Hours the tennis courts are available	11,000	
Number of new passes were issued at Ida Lee	2,647	
Number of passes renewed at Ida Lee	2,577	
Classes offered: {	Recreation	548
	Sports	726
	Aquatics	1,600
Special events offered	19	
Camps offered	105	
Preschool programs offered	4	

Annual Passes Sold

(FY01)

297 Passes
\$69.034

(FY04)

951 Passes
\$476.500